

Kotak Mutual Fund Launches “Go Digital”

In partnership with Optimum Fintech, ‘Go Digital’ aims to simplify operational requirements for distributors

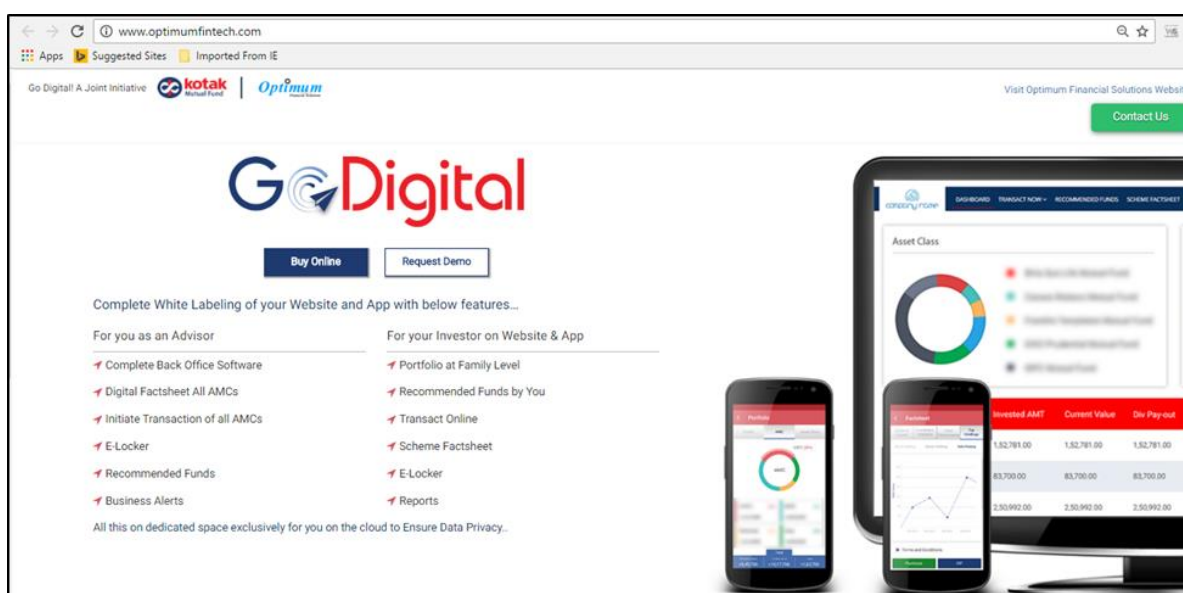
Mumbai, March 09, 2017: Kotak Mahindra Asset Management Company. Ltd (KMAMC) in partnership with Optimum Fintech announced the launch of its “Go Digital” initiative to empower distributors to build their own website / mobile app.

‘Go Digital’ is an open architecture platform that aims to assist distributors in building their own website / mobile app. The distributor website will have capabilities like back office software, scheme factsheet, initiate transaction facility for all AMCs, fund recommendation and e-locker facility for document management. Distributor’s investors can also login on the distributor website or app to view their portfolios, view scheme details, check recommendation given by IFA, access e-locker to manage documents and transact on their own.

Manish Mehta, National Head – Sales, Kotak Mahindra Asset Management Co. Ltd. said, “Through ‘Go Digital’ we will assist distributors in building their digital business. We believe this will help distributors improve productivity, reach out to a larger segment of clientele across geography and reduce costs”

Kotak Mutual Fund (KMF) will be the knowledge partner to facilitate distributors in going digital. KMF will not have any access to the distributor data or servers. Optimum Fintech is the technology solution provider. They will facilitate a distributor in building the website / mobile app. They will host a dedicated server space for each distributor whose access will be only with that particular distributor.

IFAs can ‘Go Digital’ by visiting Optimum Fintech’s [website](#). They can fill in their respective details to buy the product online or request a demo. IFAs registered with Kotak Mutual Fund can avail of this facility at a subsidized rate.



About Kotak Mahindra Asset Management

Kotak Mahindra Asset Management Company Limited (KMAMC), a wholly owned subsidiary of Kotak Mahindra Bank Limited (KMBL), is the Asset Manager for Kotak Mahindra Mutual Fund (KMMF). KMAMC started operations in December 1998 and has approximately 7 lakh investors in various schemes. KMMF offers schemes catering to investors with varying risk - return profiles and was the first fund house in the country to launch a dedicated gilt scheme investing only in government securities. The company is present in 76 cities and has 79 branches.

For more information, please contact:

Rohit Rao Kotak Mahindra Group E-mail: rohit.rao@kotak.com Mobile: +919167930026	Manallii Ajmera Kotak Mutual Fund E-mail: manallii.ajmera@kotak.com Mobile: +91 7045591384	Koeli Dutta Genesis Burson-Marsteller E-mail: koeli.dutta@bm.com Mobile: +91 9819393441
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